The
Avalon Hill
Game Company

4517 Harford Road • Baltimore, MD 21214 • 301 254-5300

Dear Game Enthusiast:

Whatever it takes . . .

That's always been our philosophy here at Avalon Hill. Whatever it takes to keep our customers happy . . . whatever it takes to meet your needs . . . that's what we'll do. You've changed a lot over the years. And so have we. As your expectations have grown, we have grown to meet them.

A lot of companies would have rested on their laurels. A lot of companies would have gotten complacent after 25 years of success. But Avalon Hill isn't "a lot of companies." We're the leading publisher of adult strategy games in the world. It's a business we started . . . and a business we intend to stay in. Too many of you have put your dollars and your trust in us over the years for us to ever get complacent.

Which is why we're sending you this letter. We've been busy the last few months. And we want you to know about it.

Creative Computing

First, we'd like to call your attention to the latest releases in our microcomputer line. The combination of our years of experience designing strategy board games with the latest in electronic software has proven dynamic, indeed. From the provinces of ancient Rome . . . to the encampments of an embattled Napoleon . . . to the steppes of Russia during the Second World War . . . there's hardly an era we don't cover. And best of all, these aren't arcade games. They are serious strategy games put together by some of the best minds in wargame design. But why repeat ourselves? The enclosed full-color material tells it all!

Five New Board Games

We could have let our enthusiasm for computer games divert our attention from the board games that we've always made. We could have . . . but we didn't. If anything, we've stepped up our efforts to bring to you the most up-to-date new strategy games that we can develop and as many classic games as we can bring up to the state of the art. It's a process a lot like mining for gold and this Christmas we found five shiny nuggets:

TACTICS—The game that started it all! After 25 years we've reprinted this classic with a new mapboard and as a special bonus, we've included the FREE Avalon Hill 25th Anniversary History Booklet.

PRO TENNIS—The latest in our expanding line of sports games gives you the top 100 men and women in tennis, each rated in five critical categories so that you can stage those dream matches you've always wondered about.

B-17—One of the best solitaire games to come out in the last two years, B-17 re-creates all of the color and action of bombing missions over Germany during the Second World War.

BULL RUN—Ease of play is what makes this treatment of the first battle of the Civil War the best treatment yet. But ease of play doesn't mean triviality. We've put a wealth of history into the game. Once you've seen the map and counters, we think you'll agree.

UP FRONT—The Squad Leader Card Game! Need we say more? You'll find a complete layout of its components and a breakdown of its many features in the enclosed 4-page color brochure. The more you look at it, the more we think you'll like it.

VICTORY!

So many exciting things have been happening around here that it would be easy to forget our sister company . . . but we won't. Victory Games has two new wargames available for Christmas:

NATO fills a gap that's long existed in wargames . . . the need for a really playable one-map game about the "next war" in Europe. Yet the game somehow manages to include rules for every kind of possible air operation, for chemical and nuclear weapons, for all types of strategic movement and reinforcement and . . . well, it's so complete that there are even rules for refugees.

AMBUSH is so unique that we won't even try to describe it. The enclosed color brochure from Victory Games does it better than we ever could. We'll only say that this is the second most exciting project that our sister company has come up with and we look forward to more products in support of this game in the near future.

007

If AMBUSH is the second most exciting product to come out of Victory Games this Christmas, 007, the James Bond Role-Playing Game is the most exciting product of this season . . . or any other. We can't tell you how high we are on this product. And, with good reason. Those who played in the demos we did at this summer's conventions were universal in their praise. "The best rules I've ever seen . . . fastest role-playing game on the market . . . best spy game yet . . ." Those were just some of the comments we heard. But don't take our word for it.

We've enclosed a color brochure that does more to show what 007 is about than we could possibly do with mere words.

WHEN YOU'VE GOT IT . . .

Flaunt it. Or so the saying goes. We didn't mean to flaunt it so hard, but sometimes we find it difficult to contain our excitement. So, before we gear up for another round of praise, we'll simply call your attention to the various enclosures we keep mentioning. Once you've read them, we think you'll be singing our praises too.

Cordially,

Maitland Tsuit
Executive Director